



PATENT

Attorney Docket No. 25396-004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Rick Kiessig, *et al.*
SERIAL NO.: 10/632,091 Examiner : *Not yet assigned*
FILING DATE : August 1, 2003 GROUP ART UNIT : *Not yet assigned*
FOR : SYSTEM AND METHOD FOR MANAGING CONTENT INCLUDING ADDRESSABILITY
FEATURES

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

POWER OF ATTORNEY

It's The Content, Inc., owner of the entire right, title and interest in, to and under the
above-identified application by virtue of an assignment filed for recordation herewith, hereby
appoints the attorneys and agents associated with Customer Number

29315

as Assignee's attorneys with full power of substitution and revocation to take any and all action
necessary with regard to the above-identified patent application.

Address all telephone calls to James G. Gatto at telephone number 703-464-8182.

Address all correspondence to Customer Number

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The undersigned hereby declares that all statements made herein of his/her own
knowledge are true and that all statements made on information and belief are believed to be
true; and further that these statements were made with the knowledge that willful false statements
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and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IT'S THE CONTENT, INC.

By: John D Mathon
Name: John Mathon
Title: President
Date: 1/26/04